

Exhibit 10

Sales Competition Survey Results
(40 Completed Surveys)

1. Please rate each of the following advertising outlets (listed in alphabetical order) in terms of their status as a competitor for advertising dollars in your market on a scale of 1 through 10, 1 meaning no competition at all, 5 meaning a medium competitor which competes with respect to certain advertisers and 10 meaning a constant competitor for virtually all advertising business.

	(Rate: 1 – 10)	
	<u>Mean</u>	<u>Mode</u>
a. broadcast television	9.70	10
b. cable television	8.08	10
c. direct mail	6.07	5
d. internet	1.82	2
e. magazines	2.30	1
f. newspaper (daily)	8.58	10
g. newspaper (weekly)	5.34	5
h. outdoor	4.90	3
i. radio	8.20	8

2. Please indicate (yes or no) whether you have (a) converted any advertisers from the type of advertising shown to television and (b) lost a share of pre-existing business to any of the listed advertising outlets.

	<u>took business from</u> <u>(yes or no)</u>	<u>lost business to</u> <u>(yes or no)</u>
a. cable television	40 / 0	39 / 1
b. direct mail	39 / 1	19 / 19
c. internet	6 / 32	2 / 36
d. magazines	10 / 28	3 / 35
e. newspaper (daily)	40 / 0	37 / 3
f. newspaper (weekly)	34 / 6	20 / 19
g. outdoor	20 / 17	19 / 19
h. radio	40 / 0	40 / 0

3. Please choose from the following answers (choose only one by circling the appropriate letter) to indicate how much advertising business you believe the local over the air television stations in your market would lose if tomorrow all of such television stations were to agree to raise the advertising rates 10-15 percent across all dayparts. **(3 respondents did not answer this question)**

- a. **29.7%** No change in amount of advertising dollars spent on television
- b. **48.6%** Between 1% and 10% of the television advertising dollars would switch to other advertising outlets.
- c. **18.9%** Between 10.1% and 25% of the television advertising dollars would switch to other advertising outlets.
- d. **2.7%** Between 25.1% and 50% of the television advertising dollars would switch to other advertising outlets.
- e. **0.0%** More than 50% of the television advertising dollars would switch to other advertising outlets.

4. Please list any ongoing initiatives undertaken at your station to identify non-television advertisers (e.g., monitoring radio, collecting direct mail received by staff, etc.)

Although answers obviously varied slightly, almost every station indicated that they have account executives regularly monitor radio, cable television, other broadcast television stations and newspapers, as well as collect and bring in direct mail solicitations they receive at home. Some of the stations also review yellow pages.

M E M O R A N D U M

To: **General Sales Managers/
Directors of Sales**

From: **Barry Faber**

Re: **Sales Competition Survey**

Date: **December 12, 2002**

I have attached a very brief survey which is intended to provide us with information regarding who our competitors for advertising business are. I would appreciate if you would take a few moments to complete this survey and return it to Eveline Wengryn (Fax: 410 568-1537) no later than close of business on Tuesday, December 17, 2002.

Please note that you should not identify yourself or your station(s) anywhere on this survey as the answers are to be confidential. You should, however, include a coversheet on the fax identifying yourself simply so we can track participation to make sure we have heard from all stations. The existence of your participation will be logged and the coversheet discarded before the surveys are returned to me.

Thank you.

Sales Competition Survey

1. Please rate each of the following advertising outlets (listed in alphabetical order) in terms of their status as a competitor for advertising dollars in your market on a scale of 1 through 10, 1 meaning no competition at all, 5 meaning a medium competitor which competes with respect to certain advertisers and 10 meaning a constant competitor for virtually all advertising business.

(Rate: 1 – 10)

- a. broadcast television ____
- b. cable television ____
- c. direct mail ____
- d. internet ____
- e. magazines ____
- f. newspaper (daily) ____
- g. newspaper (weekly) ____
- h. outdoor ____
- i. radio ____

2. Please indicate (yes or no) whether you have (a) converted any advertisers from the type of advertising shown to television and (b) lost a share of pre-existing business to any of the listed advertising outlets.

	took business from <u>(yes or no)</u>	lost business to <u>(yes or no)</u>
a. cable television	_____	_____
b. direct mail	_____	_____
c. internet	_____	_____
d. magazines	_____	_____
e. newspaper (daily)	_____	_____
f. newspaper (weekly)	_____	_____
g. outdoor	_____	_____
h. radio	_____	_____

3. Please choose from the following answers (choose only one by circling the appropriate letter) to indicate how much advertising business you believe the local over the air television stations in your market would lose if tomorrow all of such television stations were to agree to raise the advertising rates 10-15 percent across all dayparts.

- a. No change in amount of advertising dollars spent on television
- b. Between 1% and 10% of the television advertising dollars would switch to other advertising outlets.

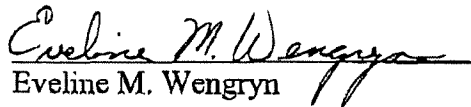
- c. Between 10.1% and 25% of the television advertising dollars would switch to other advertising outlets.
 - d. Between 25.1% and 50% of the television advertising dollars would switch to other advertising outlets.
 - e. More than 50% of the television advertising dollars would switch to other advertising outlets.
4. Please list any ongoing initiatives undertaken at your station to identify non-television advertisers (e.g., monitoring radio, collecting direct mail received by staff, etc.)

Declaration of Eveline Wengryn

I, Eveline M. Wengryn, Administrative Assistant to the legal department at Sinclair Broadcast Group, Inc. ("Sinclair"), hereby declare as follows:

1. I forwarded the Sales Competition Survey (the "Survey") with the covering memo by e-mail to managerial-level sales personnel in each of the Sinclair television markets. If managerial-level sales positions were unfilled at the time of the Survey, the e-mail was sent to the general manager of the particular stations with a vacancy.
2. When the completed Survey was faxed back to me, I noted which station had replied by marking a check next to the call letters on an alphabetical list of the stations and made sure that there was only one survey per market. I then removed any identifying information, such as a fax number or the call letters of the station on the fax, and made a fresh copy of the Survey.
3. The procedures I used ensured that the identity of those individuals responding to the Survey was kept confidential. I did not disclose the identity of any respondent.

Executed under penalty of perjury this 30th day of December 2002.


Eveline M. Wengryn